



Virginia Enterprise Initiative How To Apply Workshop

Learn how to apply for grants under the new Virginia Enterprise Initiative Program Design.



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities

Welcome

Virginia Enterprise Initiative 2008 How To Apply Workshop

November 14, 2008
DHCD - Roanoke

Mission

***The Virginia Enterprise Initiative
provides an opportunity for
underserved entrepreneurs to start
and expand businesses through
increased access to micro-business
training and credit***

Agenda

- VEI Overview
- Transition Grants
- Regional Service Provider Grants
- Innovation Grants
- 2009 Planning Grants
- Further Questions?
- VEI Contacts

Context for Change

- Innovation
 - What Makes Micro Work Today
- Performance
 - Measuring up to Our Peers & as a Community Economic Development Strategy
- Coverage, Coverage, Coverage
 - Reaching the Need & Opportunity

VEI Goals

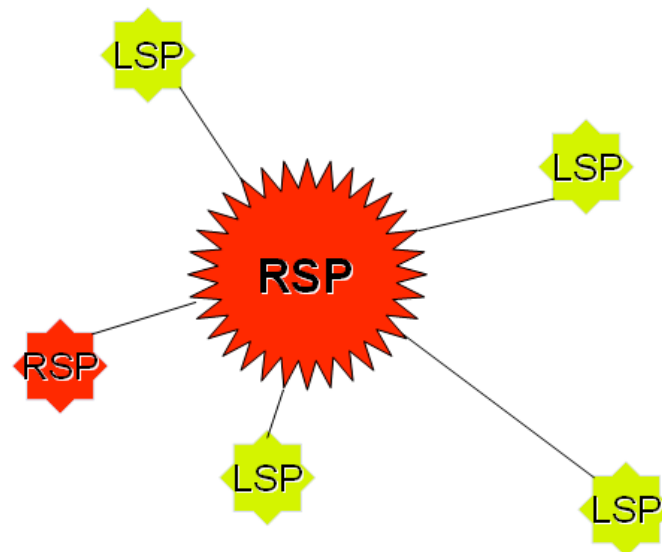
- Assist Underserved Entrepreneurs
- Four Components
 - Pre-Business Training
 - One-on-One Technical Assistance
 - Access to Credit
 - Post-Loan Assistance

VEI Goals

- Outcome Oriented
 - Loans Made
 - Jobs Created
 - Business Plans Completed

Hub & Spoke

- Regional Service Providers (RSP)*
- Local Service Providers (LSP)*



Regional Service Providers

- Up to Three RSPs
- Larger Service Area
 - Primary Market Area (PMA)
 - Minimum 10 Jurisdictions
- Build Partnerships
- Provide Access to ALL Four Components



VEI Grants

- Transition Grants
- RSP Grants
- Innovation Grants
- Planning Grants

Transition Grants

- Help to Smooth Transition
- Two Types:
 - Planning Grants
 - Bridge Grants

Transition Grants

Planning Grants are to help existing Micro Development Organizations find the right niche in the new program.

Transition Grants

- Planning Grants
 - Experienced MDOs
 - Reimbursable
 - Up to \$10,000
 - Two Drawdowns
 - Nov, 2008 – Apr, 2009

Planning Grant

- Application
 - November 17
 - Letter of Interest

Planning Grant

- Letter
 - How Much
 - What You Will Achieve
 - How Funds Will Be Used

Planning Grant

- VEI Response
 - Phone Consultation
 - Define Benchmarks
 - Letter of Acceptance

VEI Relationship with RSPs



- VEI Funds RSPs Directly
- VEI Assists RSPs in Creating Partnerships
- RSPs Report Directly to VEI
- RSPs Work With Their Partners

RSP Grants

- Up to Three RSPs Only
- Four Types
 - Capacity Grant
 - Administrative Grant
 - Service Area Grant
 - Deliverable Incentive
- One Application for all Grants

RSP Grants

- Capacity Grant
 - \$20,000
 - Assist with Expansion
 - Payable upon Acceptance
 - Use as Negotiated in Application

RSP Grants

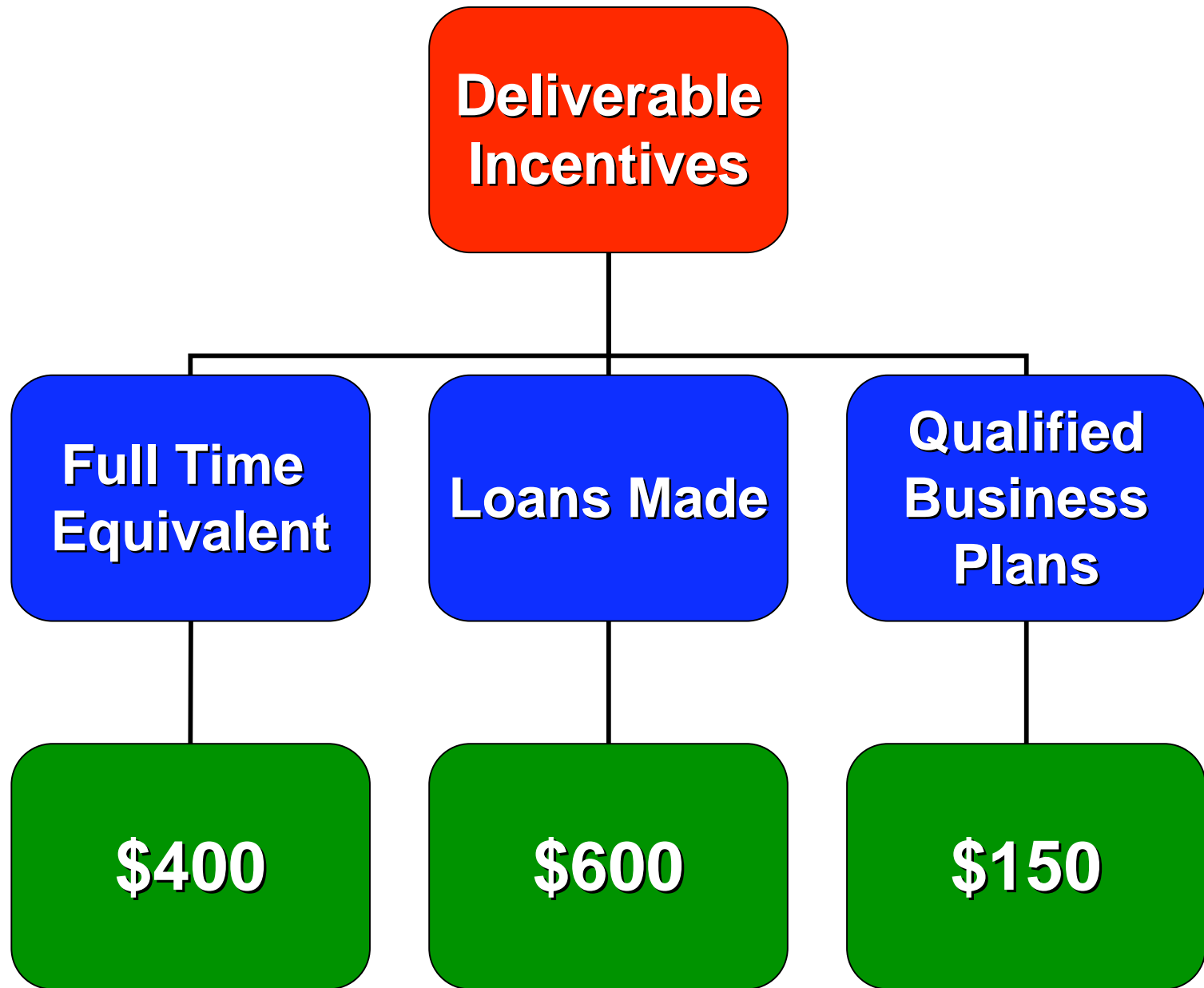
- Administrative Grant
 - Up to \$20,000
 - July 1, 2009 – June 31, 2010
 - Reimbursable Quarterly
 - \$1-to-\$1 Cash Match

RSP Grants

- Service Area Grant
 - Secondary Market Areas (SMA)
 - \$3,000 for First SMA Assisted
 - \$5,000 for Second SMA
 - \$5,000 for Third SMA
 - No More than \$13,000 Total

RSP Grants

- Deliverable Incentives
 - Pay for Performance
 - Payable Quarterly
 - \$88,000 per RSP



Application Deadlines

- RSP Grants
 - January 20, 2009
 - Full Application

Application

- Seven Sections
 - Business Plan
 - Production & Impact
 - Market Analysis & Market Plan
 - Partnerships
 - Innovation
 - Self Evaluation
 - Financials

Application Guidelines

- Approximately 20 – 30 pages
- Plus Attachments
- Be as Clear and Concise as Possible

Criteria for RSP Participation

- Community Based Approach
- Micro-Enterprise Experience
- Capacity for Large Area of Coverage
- Partnerships
- Staffing
- Leverage

VEI Response

- Scoring
- Fast Turnaround
- Notify Applicants of Status
- Capacity Grant
- Negotiate Contract with RSPs

Contract Negotiations

- Primary Service Areas
- Secondary Service Areas
- Outcome Goals
- Partners

Local Service Providers

- Any Number
- Smaller Service Area
- May Specialize in Certain Services



Innovation Grants

- For RSPs, LSPs and New Partners
- Up to \$5,250
- Unique Service Delivery
- Unique Products
- Rolling Application
- Same Application

Planning Grants

- For LSPs & New Partners
- Up to \$20,000
- Improve Statewide Coverage
- Rolling Application
- Letter of Interest

Planning Grant

- Letter
 - How Much
 - What You Will Achieve
 - How Funds Will Be Used

Implementation Schedule

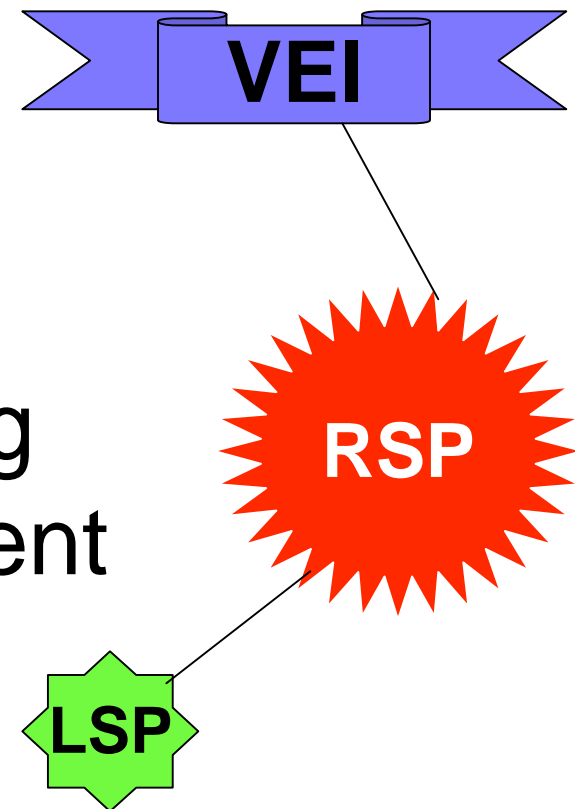
[illegible]

Questions

??????

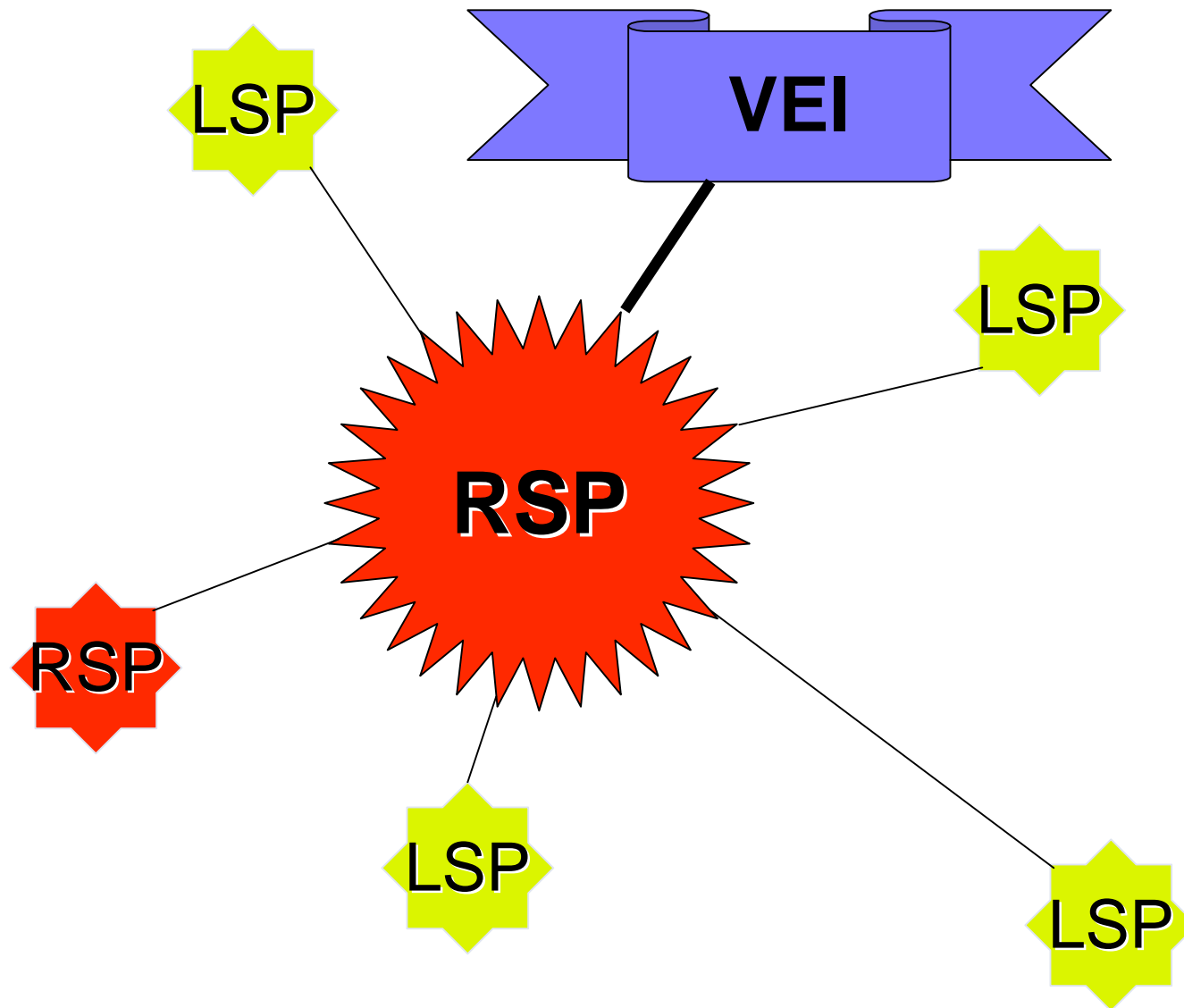
VEI Relationship with LSPs

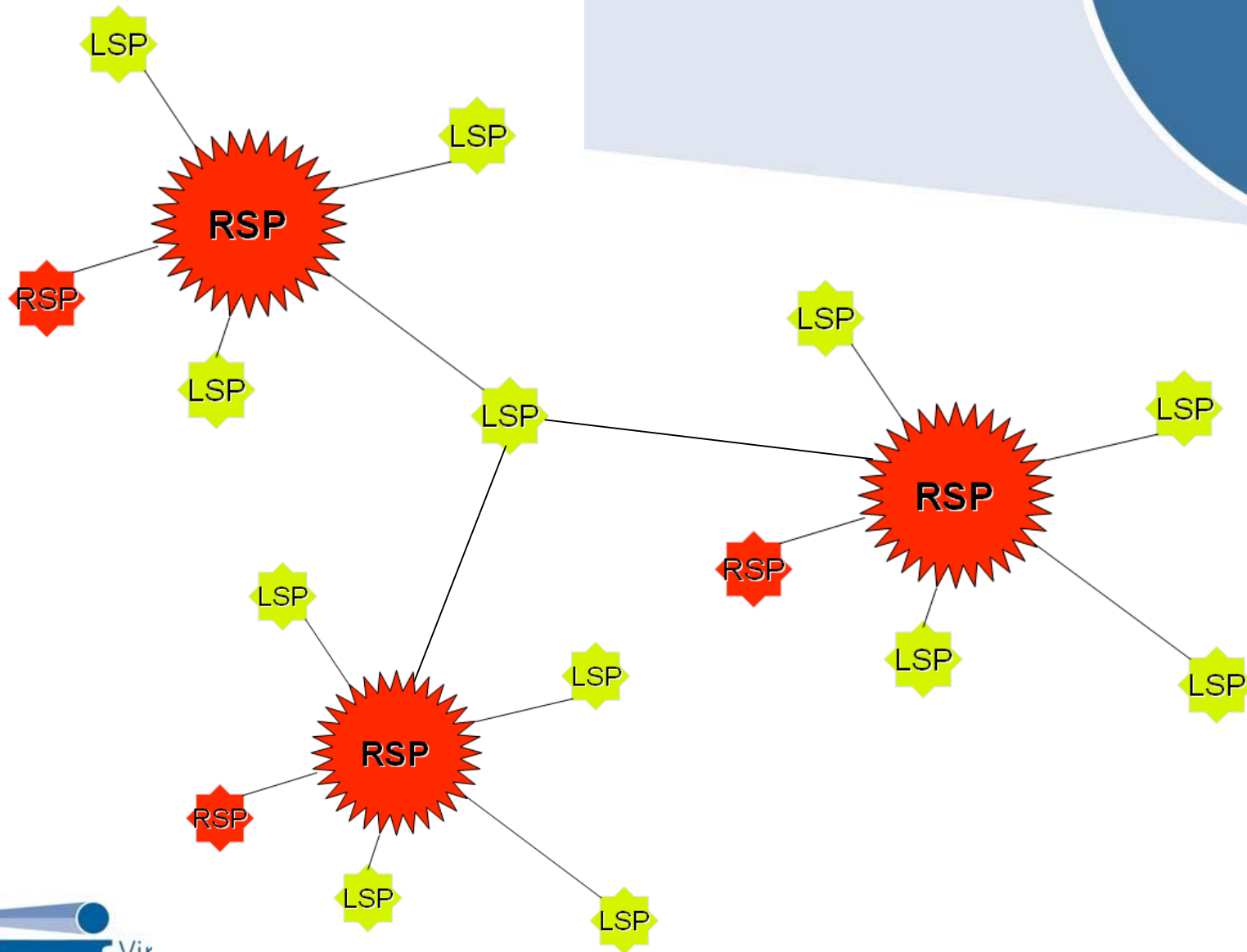
- Limited Direct Funding for LSPs
- VEI Assists LSPs in Creating Partnerships
- VEI Offers LSPs Training and Capacity Improvement



RSP Relationship With LSP

- RSP & LSP Negotiate Terms of Partnership
- LSP is Responsible to Partner RSP
- RSP Reports Outcomes of Partners to VEI
- RSP Offers LSP Training and Capacity Improvement



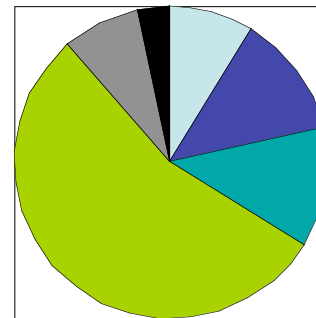


Application Periods

- Innovation Grants
 - June, 2009
 - Full Application
- Planning Grants
 - June, 2009
 - Letter of Interest

VEI Maximum Possible Outlay per RSP

- Planning Grant = \$10,000
- Capacity Grant = \$20,000
- Admin Grant = \$20,000
- Deliverable Incentives = \$88,000
- Innovation Grant = \$5,250
- Area of Service Bonus = \$13,000
- **TOTAL = \$160,750**



- Planning Grant Phase 1
- Capacity Grant
- Admin Grant
- Deliverable Incentives
- Area of Service Bonus
- Innovation Grant

Service Area

- Primary Market Area (PMA)
 - Negotiated with VEI
 - Include Minimum of 10 Jurisdictions
 - Regional in Scope
 - Required Area of Service

Service Area

- Secondary Market Area (SMA)
 - Negotiated with VEI
 - Partners
 - Expanded Service Area
 - Significant Outreach